



INTERCEPT SURVEY SUMMARY

December 2015

I. Introduction

In August, September and October 2015, Morgan Hill staff and consultants conducted intercept surveys at six different locations to solicit input on Morgan Hill's Bikeways, Trails, Parks and Recreation Master Plan (Master Plan). These activities engaged approximately 150 people in parks, community centers and other public places throughout Morgan Hill. The intercepts provide residents and visitors who otherwise might not participate in the planning process with an opportunity to provide their ideas and preferences. City staff conducted four of the six events, allowing the project team to reach dozens of additional residents.

Members of the project team invited people to participate in an interactive exercise in which they answered questions about Morgan Hill by placing "dot" stickers on their preferred choice(s) displayed on poster boards. Participants could also provide written "other" responses. The intercept exercise included five boards, displaying text in both English and Spanish. This approach engaged all age groups, especially families with young children, and allowed for informal and educational discussion with the public.

This summary provides the results of intercept surveys conducted at six locations:

- Centennial Recreation Center, Tuesday, August 25, 5:00 – 7:00 PM
- Galvan Park, Wednesday, August 26, 6:00 – 8:00 PM
- CCC Rotary, Wednesday, September 16, 11:00 AM – 1:00 PM
- Pop-Up Park, Thursday, October 1, 4:00 – 6:00 PM
- CCC Chamber of Commerce Event, Monday, October 5, 7:00 – 9:00 AM
- Council Meeting, Wednesday, October 7, 7:00 – 9:00 PM

II. Key Themes and Takeaways

A number of key themes emerged from participants' answers to the intercept survey:

1. Participants value safe walking and biking routes. Since a majority of respondents live, work, and recreate within Morgan Hill, it will be important to examine safe routes for walking and biking to these destinations.
2. Participants value the recreation system in Morgan Hill for protecting open spaces and wildlife habitat.
3. Health, exercise, fitness, and well-being ranked as high priorities for the overall bikeways, trails, parks and recreation system, as well as for programming and events.
4. Survey participants most highly value programming and events that provide exercise and that are fun and entertaining.
5. Participants were most interested in improving parks by adding loop trails and adding "something new or different."
6. Participants value walkability and bikeability on off-street trails as well as trails along major travel routes.

The following report summarizes the results of the intercept surveys. It should be noted that although about 150 people completed the intercept exercise, not all participants answered every question.

III. Intercept Questions Results

QUESTION 1: WHERE DO YOU LIVE, WORK, AND PLAY?

The first board prompted participants to place a blue sticker where they live, a red sticker where they work, and up to three yellow stickers where they recreate most frequently.

*The images of the intercept boards show responses from individual events.

For this analysis, responses were grouped into four geographic areas:

1. East of 101;
2. West of 101, and North of Dunne;
3. West of 101, and South of Dunne; and
4. Outside of Morgan Hill.

More than three-quarters of respondents live in Morgan Hill and these respondents' homes are distributed fairly evenly throughout Morgan Hill. Most of respondents (79%) who indicated that they work in Morgan Hill, work West of 101 with only eight percent of respondents working in the area East of 101.* The responses to the question, "Where do you play," are clustered around large parks and community facilities. Respondents who indicated they recreate outside of Morgan Hill most often placed their stickers on County Parks.

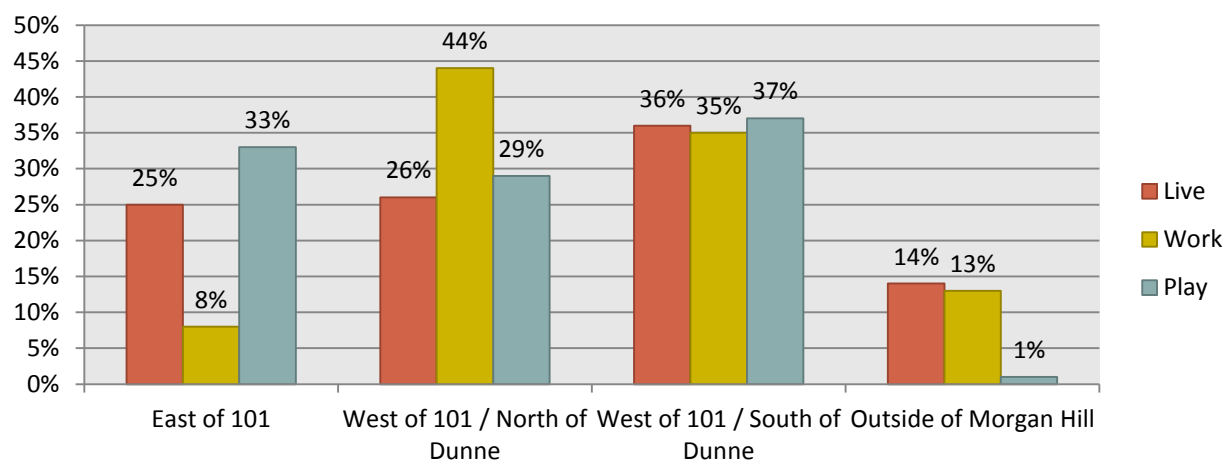
TABLE 1. WHERE DO YOU LIVE, WORK AND PLAY

Response	Number	Percent
Where do you live?		
East of 101	36	25%
West of 101 / North of Dunne	37	26%
West of 101 / South of Dunne	52	36%
Outside of Morgan Hill*	20	14%
TOTAL	145	100%
Where do you work?		
East of 101	10	8%
West of 101 / North of Dunne	54	44%
West of 101 / South of Dunne	44	35%
Outside of Morgan Hill	16	13%
TOTAL	124	100%
Where do you play?		
East of 101	108	33%
West of 101 / North of Dunne	93	29%
West of 101 / South of Dunne	121	37%
Outside of Morgan Hill	3	1%
TOTAL	325	100%

* Respondents who work outside the map area may not have responded to this question at the same rate as those who live in the map area.



Photo: Intercept participants at the Centennial Recreation Center

FIGURE 1. WHERE PARTICIPANTS LIVE, WORK AND PLAY IN MORGAN HILL

QUESTION 2: WHAT IS MOST IMPORTANT ABOUT OUR BIKEWAYS, TRAILS, PARKS AND RECREATION SYSTEM?

The second survey question asked participants to indicate what they found most important about the bikeways, trails, parks and recreation system in Morgan Hill. People voted by placing stickers on their top three choices.

Participants indicated that providing safe walking and biking routes, enhancing health and well-being, and protecting open spaces and wildlife habitat were the most important functions of the recreation system. The fewest respondents selected bringing visitors to the city and continuing life-long learning as important functions of the system.

TABLE 2. IMPORTANCE OF BIKEWAYS, TRAILS, PARKS AND RECREATION SYSTEM

Options	Number	Percent
Providing safe walking and biking routes	97	23%
Protecting open spaces and wildlife habitat	67	16%
Enhancing health and well-being	67	16%
Bringing neighbors and people together	54	13%
Increasing property values	38	9%
Cleaning our air and water	32	8%
Providing opportunities for sports	32	8%
Creating a unique identity for the City	27	7%
Bringing visitors to the city	17	4%
Continuing life-long learning	15	4%
TOTAL	414	100%

FIGURE 2. IMPORTANCE OF BIKEWAYS, TRAILS, PARKS AND RECREATION SYSTEM

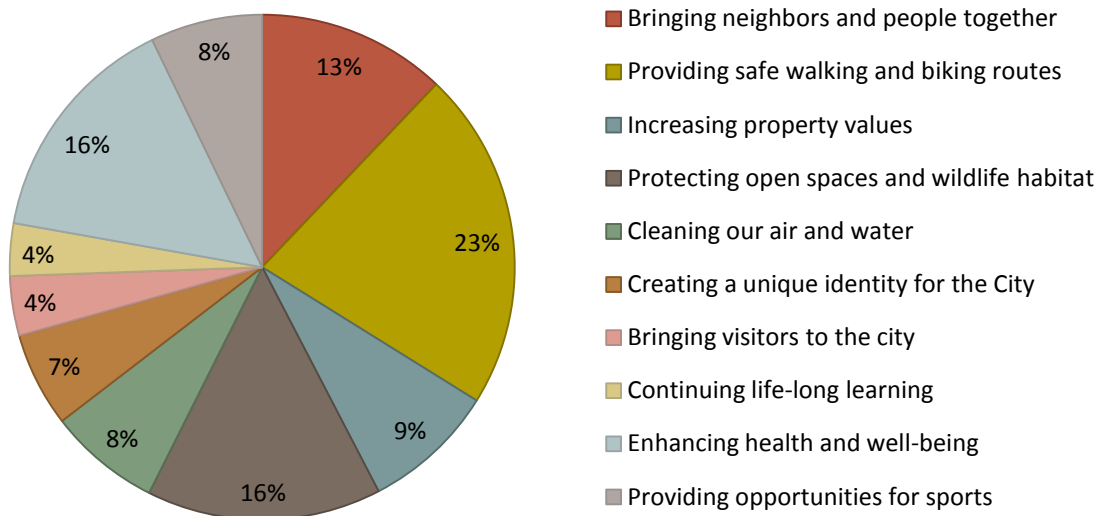


Photo: Intercept participants at Galvan Park

QUESTION 3: WHAT IS MOST IMPORTANT TO YOU WHEN CHOOSING RECREATION PROGRAM, CLASSES, AND EVENTS?

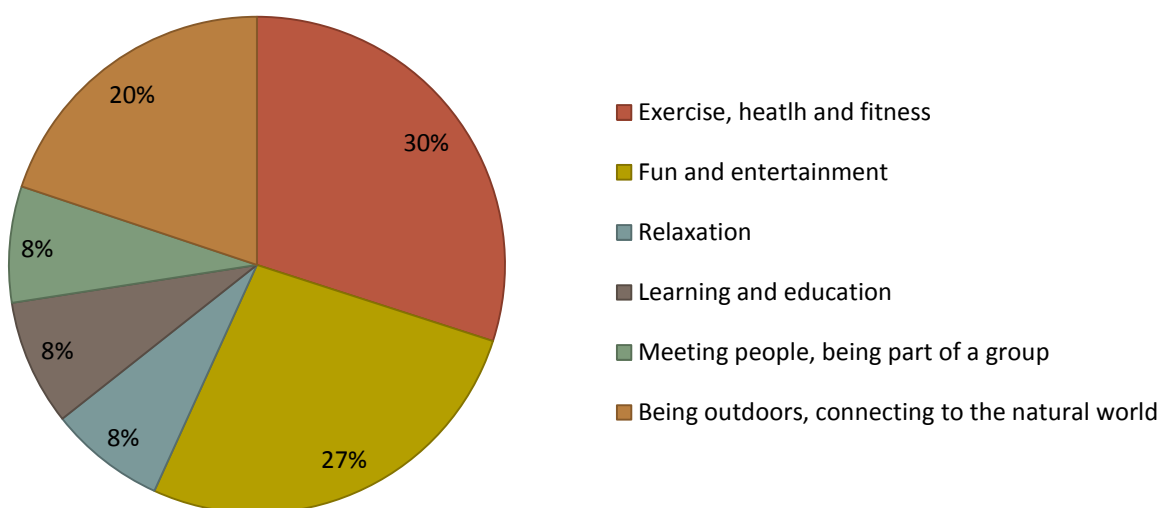
Participants were asked to vote on what they consider the most important when choosing recreation programs, classes and events. People could vote by placing stickers on their top three choices.

The top two responses included exercise, health and fitness, and fun and entertainment. The third most popular answer was being outdoors and connecting to the natural world. Respondents value similar experiences in both their parks and their recreation programs – exercise and access to nature.

TABLE 3. IMPORTANT FOR RECREATION PROGRAM, CLASSES AND EVENTS

Option	Number	Percent
Exercise, health and fitness	95	30%
Fun and entertainment	85	27%
Being outdoors, connecting to the natural world	63	20%
Relaxation	24	8%
Learning and education	26	8%
Meeting people, being part of a group	24	8%
TOTAL	317	100%

FIGURE 3. IMPORTANT FOR RECREATION PROGRAM, CLASSES AND EVENTS



QUESTION 4: WHAT ARE YOUR TOP PRIORITY IMPROVEMENTS OR ADDITIONS TO OUR NEIGHBORHOOD AND COMMUNITY PARKS, AND RECREATIONS CENTERS?

The fourth intercept question asked participants to vote on their top priority improvements to neighborhood and community parks, and recreation centers. Participants could choose between ten improvement options or vote for “something new or different” and write in their own responses.

There was interest in all of the park improvement ideas and at least 18 people voted for each of the improvements. The most popular improvement was for loop trails, for which 88 people (20% of total votes) voted. The second most frequently chosen option was “something new or different.” Some of the write-in responses for this question included hosting Friday night movies at the Community Center and designing more mountain bike trails, among others.

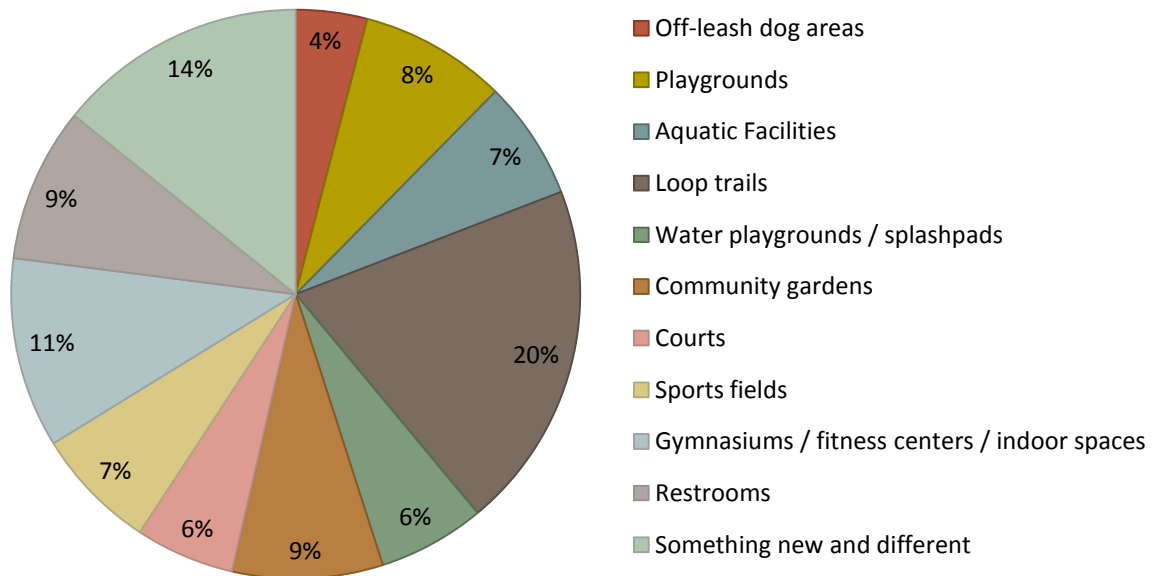
TABLE 4. PARK IMPROVEMENTS

Options	Number	Percent
Loop trails	88	20%
Something new and different	63	14%
Gymnasiums / fitness centers / indoor spaces	48	11%
Community gardens	38	9%
Restrooms	39	9%
Playgrounds	37	8%
Aquatic Facilities	30	7%
Sports fields	31	7%
Water playgrounds / splashpads	27	6%
Courts	25	6%
Off-leash dog areas	18	4%
TOTAL	444	100%



Photos: Intercept participants at Galvan Park

FIGURE 4. PARK IMPROVEMENTS



QUESTION 5: WHAT ARE YOUR TOP PRIORITY IMPROVEMENTS OR ADDITIONS TO OUR TRAILS AND BIKEWAYS?

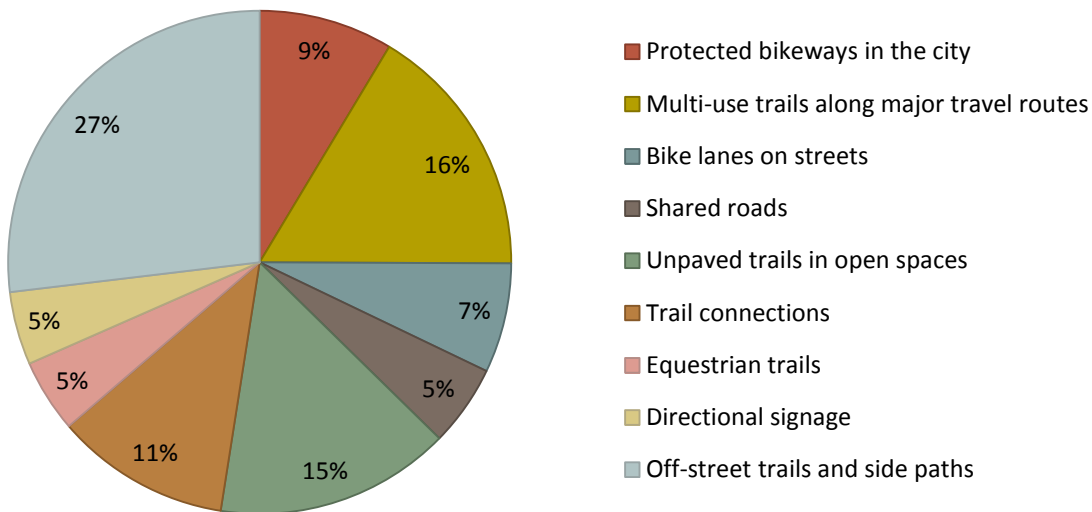
The final intercept board asked participants to vote on what improvements they would like to see made to trails and bikeways. Participants were presented with nine different options and with a space to write a proposal under “something new and different.”

For bikeways and trails, participants voted most frequently for adding off-street trails and side paths, with this answer garnering 27% of the votes. The second most frequently selected option is multi-use trails along major travel routes. However, all options received at least 18 votes, revealing that respondents have a diversity of interests and needs for trail and bikeway improvements.

TABLE 5. TRAIL AND BIKEWAY IMPROVEMENTS

Options	Number	Percentage
Off-street trails and side paths	103	27%
Multi-use trails along major travel routes	63	16%
Unpaved trails in open spaces	58	15%
Trail connections	43	11%
Protected bikeways in the city	33	9%
Bike lanes on streets	27	7%
Shared roads	20	5%
Equestrian trails	18	5%
Directional signage	18	5%
TOTAL	383	100%

FIGURE 5. TRAIL AND BIKEWAY IMPROVEMENTS



IV. Next Steps

The information gathered from these intercept surveys will be considered alongside other community input to inform the Bikeways, Trails, Parks & Recreational Master Plan.